

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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|-------------------------------|---|----------------------------|
| In re Application of: |) | |
| |) | |
| Kevin N. Quiring et al. |) | Group Art Unit: 3624 |
| |) | |
| Application No.: 10/811,367 |) | Examiner: Brandi P. Parker |
| |) | |
| Filed: March 26, 2004 |) | |
| |) | |
| For: ENHANCING INSIGHT-DRIVEN |) | Confirmation No.: 2811 |
| CUSTOMER INTERACTIONS |) | |
| WITH AN OPTIMIZING ENGINE |) | |

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

REPLY TO OFFICE ACTION

In reply to the Office Action mailed July 21, 2009, the period of response to which extends to November 23, 2009 with a one-month extension (November 21, 2009 being a Saturday), please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims in this paper.

An Interview Summary follows the amendment section of this paper.

Remarks follow the amendment sections of this paper.